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Message Text

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63
ACTION FSI-01

INFO OCT-01 EUR-06 ISO-00 EB-11 COME-00 OIC-04 /023 W
---------- 070765
R 101337Z JUL 74
FM AMEMBASSY COPENHAGEN
TO SECSTATE WASHDC 9273

UNCLAS COPENHAGEN 1874

E.O. 11652: N/A
TAGS: AFSI, DA
SUBJECT: OVERSEAS BUSINESS AND MARKETING SEMINAR

REF: STATE 143281

1. EMBASSY RECOMMENDS FSL-8 BIRGER SEEHUSEN, BORN JANUARY 28, 1945, COPENHAGEN. ENGLISH FLUENT: 4 YEARS' SERVICE AMEMBASSY COPENHAGEN.

2. SEEHUSEN IS GRADUATE OF COPENHAGEN BUSINESS SCHOOL 4 YEARS' TRAINING WITH COPENHAGEN SHIPPING FIRM AND, AFTER DANISH ARMY SERVICE, TWO YEARS WITH NEW YORK SHIPPING COMPANY. HE CAME TO US WITH ADDITIONAL TWO YEARS' SALES PROMOTION IN MAJOR DANISH COMPANY.

3. EMBASSY BELIEVES MARKETING TRAINING OF PROPOSED COURSE WOULD NOT ONLY ADMIRABLY FIT SEEHUSEN'S PRESENT JOB REQUIREMENTS BUT WOULD SUBSTANTIALLY BROADEN HIS KNOWLEDGE OF MODERN INTERNATIONAL MARKETING METHODS AND INCREASE HIS SERVICE TO OUR CRITICALLY LEAN EONOMIC/COMMERICAL STAFF.

4. AS COMMERCIAL SPECIALIST, SEEHUSEN PRESENTLY PERFORMING AT SUPERIOR LEVEL. EMBASSY GROOMING HIM FOR EVENTUAL TAKEOVER OF SENIOR LOCAL POSITION AND BELIEVES MARKETING TRAINING WOULD REPRESENT MAJOR ELEMENT IN HIS CAREER DEVELOPMENT.
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